Gross Amount

Order %

100%

Net Amount

Rating

0.00 0.00

ORDER

Orders	Order / Rev:	Sales of the sales		
	Alt Order #.	06862161		
	Product Desc:	NRSC/HELLER		HD V
	Estimate:			KSNV
	Flight Dates:	10/10/12 - 10/20/12	Primary AE:	Amy McCreary
	Original Date / Rev;	10/09/12 / 10/18/12	Sales Office	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Strategic Media Services, Inc.		
	Buying Contact		Billing Type:	Cash
	Billing Contact		Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	MARCE Melter for Senate 1 _20	Mised	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	00 03,00
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External (D:	
Bili Plan			Totals	
Start Date	End Date # Spots	~	Month # Spots	Gross Amount Net Amount Ratin

10/01/12	10/20/12	49	\$37,050.00		October 2012	# Opols	Gloss Amount	Net Amount
		43	457,030.00	\$31,492,50		49	\$37,050.00	\$31,492,50
					Totals	49	\$37.050.00	\$31,492.50
Account Ex	ecutives							
Account Exe	cutive	Sales Office	Sales Region	Start Date /	End Date	Order %		

Start Date / End Date

Start Of Order - End Of Order

Amy McCreary		
Order Share	Share	Total
KSNV	26%	\$37,050.00
Market	100%	\$142,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$42,750.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$28,500.00
KTUD	1%	\$1,425.00
KVVU	18%	\$25,650.00
KVWB	0%	\$0 00
LV1	0%	\$0.00
UNKWN	5%	\$7,125 00

Ln Ch Start End E 1 KSNV 10/11/12 10/12/12		Start/End Tim	ne Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	6-7a	TF	:30 2	\$450.002	0.00 NM 2	\$900.00
NEWS	•						
Start Date End Date Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> <u>F</u> \$450.00	Rating 0.00			İ	
		4400.00	0.00				

Print Date: 10/19/12 07:59:21 Page 2 of 5

KSNV

Order / Rev; 107632
Alt Order # 06862161

10/10/12 - 10/20/12

Flight Dates.

Advertiser: NRSC/ Heller for Senate

Product Desc: NRSC/HELLER

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 2 KSNV 10/15/12 10/16/12 M-F 6-7a WakeUp w/WaQM 6-7a MT--:30 \$450 002 0.00 NM \$900.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT----\$450.00 0.00 KSNV 10/15/12 10/16/12 **Today Show** 658a-9am CM MT----30 \$600.002 0.00 NM \$1,200.00 Today Show TODAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT----\$600.00 0.00 E 4 KSNV 10/11/12 10/12/12 Today Show CM 658a-9am ---TF--:30 2 \$600,002 0.00 NM \$1,200.00 Today Show TODAY Start Date End Date Weekdays 1 -Spots/Week Rate Rating Week: 10/08/12 10/14/12 -TF--\$600.00 0.00 E 5 KSNV 10/12/12 10/12/12 Noon News CM 12-1230pm ----F--:30 \$275.002 0.00 NM \$275 00 Noon News **NEWS** Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 10/08/12 10/14/12 ---F--\$275.00 0.00 E 6 KSNV 10/15/12 10/15/12 Noon News CM 12-1230pm M----:30 \$275 002 0 00 NM \$275.00 Noon News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$275.00 0.00 E 7 KSNV 10/16/12 10/16/12 The Agenda 1230pm CM 1230-1p -T----:30 \$225.002 0.00 NM \$225 00 The Agenda 1230pm **AGENDA** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -T----\$225.00 0.00 E 8 KSNV 10/11/12 10/11/12 The Agenda 1230pm 1230-1p ---T---:30 \$225 002 0.00 NM \$225 00 The Agenda 1230pm **AGENDA** Start Date End Date <u>Weekdays</u> Spots/Week Rating <u>Rate</u> Week: 10/08/12 10/14/12 ---T--\$225.00 0.00 E 9 KSNV 10/11/12 10/11/12 The Doctors CM 2pm-3pm :30 \$225.002 0 00 NM \$225,00 The Doctors DRS Start Date <u>Weekdays</u> End Date Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$225.00 0.00 E 10 KSNV 10/15/12 10/16/12 The Doctors СМ 2pm-3pm MT----:30 \$225,002 0.00 NM 2 \$450.00 The Doctors DRS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT--\$225.00 0.00 E 12 KSNV 10/11/12 10/11/12 Dr. Phil CM 3-4p ---T**-**--:30 \$300 002 0.00 NM \$300.00 Dr Phil PHIL Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$300.00 0.00 E 13 KSNV 10/12/12 10/12/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm ---F--:30 \$450.002 0.00 NM 2 \$900.00 4PM NEWS (1 hour) **NEWS** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/08/12 10/14/12 ---F--\$450.00 0.00 E 14 KSNV 10/15/12 10/15/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm M-----:30 \$450.002 0.00 NM \$900.00 4PM NEWS (1 hour) **NEWS** Start Date End Date Weekdays 1 - 1 Spots/Week Rate Rating Week 10/15/12 10/21/12 \$450,00 0.00 E 15 KSNV 10/15/12 10/15/12 СМ 4-5pm :30 \$450,002 0.00 NM \$450.00

Print Date: 10/19/12 07.59:21 Pag

Page 3 of 5

Order / Rev.

107632

Advertiser

NRSC/ Heller for Senate

Alt Order#

06862161

Product Desc:

NRSC/HELLER

KSNV

Flight Dates:

10/10/12 - 10/20/12

Estimate:

Ln Ch	Sta	rt End	Inventory Cod		ak_Start/End	d Time	Days	Len S	Spots	Rate F	ri Rtg Type	Snots	Amount
			NEWS 3 at 4 (1 4PM NEWS (1)	HOUR)	(4:30 PM-	5:00 DMA						· opoic	Amount
NEW				iloui)	(4.30 PN-	9:00 PM)							
Week: 1		10/21/12	M	Spots/Wee	<u>Rate</u> 1 \$450.00)					1	
		2/12 10/12/1	2 M-F Early News M-F Early News	CM	5-630p		F	30	1	\$900 002	0.00 NM		1 \$900 00
NEW:		-	,										
Week: 1		10/14/12	F	Spots/Wee	k <u>Rate</u> 1 \$900.00	<u>Rating</u> 0.00	1						
E 17 KSN	V 10/15	5/12 10/16/12	2 M-F Early News	СМ	5-630p	МТ		:30		\$900.002	0.00 NM	2	\$1.800.00
NEWS	3		M-F Early News										41.000.00
Si Week: 10	tart Date 0/15/12	End Date 10/21/12	<u>Weekdays</u> MT	Spots/Wee	<u>K</u> <u>Rate</u> 2 \$900.00	Rating 0.00							
E 18 KSNV	/ 10/16	/12 10/16/12	,,	ME CM	M-SA 8-11		_	:30		\$750.002	0.00 NM		
JEP			Jeopardy in Prim	e						ψ/30.002	U,UU PAIM	1	\$750.00
<u>St</u> Week: 10	art Date)/15/12	End Date 10/21/12	<u>Weekdays</u> -T	Spots/Weel		Rating							
			M-F Jeopardy		5750,00 630-7pm	0.00	-T	:30		A755 65			
JEP			M-F Jeopardy		7 P.III			.30	1	\$750.002	0.00 NM	1	\$750 00
<u>St</u> Week: 10	art Date /08/12	End Date 10/14/12	<u>Weekdays</u> T	Spots/Week		Rating							
			M-F Wheel	CM	\$750.00 7-730pm	0.00		-20		#750 Oct			
WHEE	L		M-F Wheel of For		, оср.			:30	1	\$750.002	0 00 NM	1	\$750 00
<u>Sta</u> Week: 10	art <u>Date</u> /08/12	End Date 10/14/12	<u>Weekdays</u> w	Spots/Week	<u>Rate</u> \$750.00	Rating 0.00					ŀ		
E 21 KSNV	10/16/	12 10/16/12	Wheel of Fortune	in PRI © M	M-SA 8-11p			:30	1	\$750.002	0 00 NM	1	6350.00
WHEEL	_		Wheel in Prime							4, 50.00E	O OO MINI	,	\$750.00
<u>Sta</u> Week: 10/	rt Date	End Date		Spots/Week	<u>Rate</u>	Rating							
		10/21/12 12 10/10/12	-T FacetoFace/Ralsto	1	\$750.00	0.00							
		- 10.10.12	FacetoFace/Raiste	on Report	730-758pm	W		:30	1	\$450.002	0.00 NM	1	\$450.00
FACE Sta	rt Date	End Date	Modela	0							- 1		
Week: 10/	08/12	10/14/12	W	<u>Spots/Week</u> 1	<u>Rate</u> \$450.00	<u>Ratino</u> 0.00							
E 24 KSNV	10/11/1	2 10/11/12	M-F News 3 at Ele	ven CM	11pm-1135p		Γ	:30	1	\$775.002	0.00 NM	1	¢775.00
NEWS			M-F News 3 at Ele	ven						***************************************	0.00 (4)	'	\$775.00
	t Date	End Date		Spots/Week	<u>Rate</u>	Rating							
Week: 10/0 E 25 KSNV	_	10/14/12 2 10/15/12	M-F News 3 at Elev	ven CM	\$775.00	0.00							
			M-F News 3 at Ele		11pm-1135p	m M		:30	1	\$775.002	0.00 NM	1	\$775 00
NEWS Stan	t Date	End Date	18/aakdana										
Week: 10/1	5/12	10/21/12	M	Spots/Week 1	<u>Rate</u> \$775.00	<u>Rating</u> 0.00							
E 26 KSNV	10/16/12		Tues PR 8-9p		8-9pm	-T		:30	1 S	2,400.002	0.00 NM	1	f2 100 00
VOICE			Tuesday Prime 8-9	pm						,	U. UU 141VI	1	\$2,400.00
<u>Start</u> Week: 10/1		End Date 10/21/12	Weekdays S	pots/Week	<u>Rate</u> \$2,400.00	Rating					- 1		
E 27 KSNV	10/15/12		Mon PR 8-10p	СМ	8-10pm	0.00 M		:30	1 6	2,400 002	0.00 804		do
VOICE			Monday Prime 8-10	pm				3	. 4	.,100 002	0.00 NM	1	\$2,400.00
<u>Start</u> Week:_10/1:		End Date 10/21/12	Weekdays S	pots/Week 1	<u>Rate</u> \$2,400.00	Rating 0.00							
E 28 KSNV					11pm-1135pn		-SS	:30	2	\$750.002	0.00 111	_	A4 555
					, , , , oopi	_	55	,50	2	φ/ DU, UU Z	0.00 NM	2	\$1,500.00

Print Date: 10/19/12 07:59:21 Page 4 of 5

Order / Rev: Alt Order#.

107632

_____Advertiser;

iser

NRSC/ Heller for Senate

Alt Order #. 06862161

Flight Dates: 10/10/12 - 10/20/12

Product Desc: NRSC/HELLER

Estimate.

KSNV

Ln Ch	Sta	rt End	Inventory C Sa-Su News	ode Bre	eak Start/Er	nd Time Da	ys	Len	Spots	Rate F	ri Rtg Type	Spots	Amoun
			Sa-Su News	3 at Eleven					_			Орого	7 triour
NEW	_												
Week: 1	tart Date			Spots/We							- 1	l	
		10/14/12	2SS I2 News 3 Sunri		2 \$750.0	0.00							
11011	10/10	0/12 10/13/	News 3 Sunn	se - SATUROM ise SATURDA'	6a-7a		-5-	:30	1	\$225.002	0.00 NM	1	\$225,0
NEW	S			ISE SATURDA	T								*
	tart Date			Spots/We	ek Rate	<u>Ratinq</u>							
Week:.1		10/14/12			1 \$225.0								
L SU KSIN	V 10/13	712 10/13/1	2 Saturday Tod Saturday Tod		7a- 9 am		-S -	:30	1	\$325.002	0.00 NM	1	\$325.0
SATT	ODAY		Saturday 100	ау									Ψ32.0.1
	tart Date	End Date	<u>Weekdays</u>	Spots/We	ek Rate	Rating							
Week: 10		10/14/12	s-		1 \$325.00								
E 31 KSNV	/ 10/13	/12 10/13/1	2 News 3 Today	- SATUR D M	9am-930a	am	-S -	:30	1	\$300.002	0 00 NM	1	E000 0
NEWS			News 3 Today	/ - SAT						4000.002	0 00 1401		\$300.0
<u>St</u>	art Date	End Date	Weekdays	Spots/Wee	<u>ek</u> Rate	Datina					1		
Week: 10		10/14/12	\$-		1 \$300.00						- 1		
E 32 KSNV	10/13/	12 10/13/12	Sa-Su Early No	ews CM	5pm-630p		· s -	.30		\$450.002			
NEWS			Sa-Su Early N	ews			_	.00	'	J450.002	0.00 NM	1	\$450.0
	art Date	End Date	<u>Weekdays</u>	5									
Week: 10		10/14/12	\$-	Spots/Wee	<u>k Rate</u> 1 \$450.00						J		
E 33 KSNV	10/13/	12 10/13/12	Weekend Jeop	ardv/Wha&M	630-730pr			-00					
			WKND Jeop/M	Vheel	000 (00рі		3-	:30	1	\$375.002	0 00 NM	1	\$375.0
WH/JE	P <u>i⊓t</u> Date	C-4 D-4-		_									
Week: 10		End Date 10/14/12	<u>Weekdays</u> S-	Spots/Wee		Rating							
			Saturday Night	Live CM	1 \$375.00	0.00							
			Saturday Night	Live	1130pm-1:	02am	5-	:30	1	\$750.002	0.00 NM	1	\$750.00
SNL													
<u>Sta</u> Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u>	Spots/Weel		Rating					- 1		
			News 3 Sunrise	CULIDAL	1 \$750.00	0.00							
	10/14/	2 10/14/12	News 3 Sunrise	SUNDAY	6 a -7a		-S ;	30	1	\$225 002	0.00 NM	1	\$225 00
NEWS			The Country of Country	CONDA									
	t <u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 10/		10/14/12	s			0.00							
ST KONV	10/14/1	2 10/14/12	Meet the Press	СМ	8a-9am		S ;	30	1 \$	1,900 002	0.00 NM	1	\$1,900.00
MTP			Meet the Press									'	31,900.00
	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 10/0		10/14/12	s		\$1,900.00	0.00							
38 KSNV	10/14/12	2 10/14/12	News 3 Today W	Vknd CM	9a-930am		5 3	30	1	\$250.002	0 00 NM		
NEWS			News 3 Today				Ť			Ψ250.002	O OO NIVI	1	\$250.00
	Date	End Date	<u>Weekdays</u>	Spots/Week	Data	.							
Week: 10/0	8/12	10/14/12	S	1	<u>Rate</u> \$250.00	Rating 0.00							
39 KSNV	10/14/12	10/14/12	Chris Matthews 9	9:30AM 6M	9:30a-10a		5 :3	10	1 :	375.002	0.00.111		
СМ			Chris Matthews :	SUN 9:30am		•				p3/3.00Z	0.00 NM	1	\$375.00
Start	Date	End Date	Weekdaya	Canta de	_								
Week: 10/0		10/14/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u>	Rating							
			NFL Football	CM	\$375.00 1P-9PM	0.00							
			NFL Football	O/fi	II SE W	- -S	3(U	1 \$8	,000.002	0.00 NM	1	\$8,000.00
NFL													
<u>Start</u> Week: 10/08		End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating							
11 KSNV		10/14/12	S		\$8,000.00	0.00					1		
. HONV	0/14/12	10/14/12		СМ	Sun 1135p-1	200as	.30	0	1 \$	200.002	0.00 NM	1	\$200 00

Print Date: 10/19/12 07:59:21 Page 5 of 5

KSNV

Order / Rev.

107632 06862161

Advertiser:

NRSC/ Heller for Senate

NRSC/HELLER

Alt Order #: Flight Dates:

10/10/12 ~ 10/20/12

Product Desc:

Estimate:

Ln Ch Sta	rt End	Inventory Code Break	Start/End	Time Days	Len Sp	ots	Rate Pr	i Rtg Type:	Spots	Amount
SPORT NIGH	T	Sports Night in Las Vegas Sports Night in Las Vegas						<u> </u>		
<u>Start Date</u> <u>Week: 10/08/12</u>	10/14/12	Weekdays Spots/Week	<u>Rate</u> \$200.00	Rating 0.00						
	/12 10/16/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm	-T	30	1	\$725.001	0 00 NM	1	\$725 00
<u>Start Date</u> Week: 10/15/12	10/21/12	Weekdays Spots/Week	<u>Rate</u> \$725,00	Rating 0.00						
N43 KSNV 10/20	/12 10/20/12	Weekend Jeopardy/WhdeM WKND Jeop/Wheel	630-730pm	5-	;30	1	\$525.001	0 00 NM	1	\$525.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays Spots/Week	Rate \$525.00	Rating 0.00						
						_		Totals	49	\$37,050.00